



46TH ANNUAL INDIANA CONSORTIUM

of

STATE AND LOCAL HUMAN RIGHTS AGENCIES CONFERENCE

PRESENTED *by:*



USING SOCIAL MEDIA IN OUTREACH EFFORTS

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TODAY'S DISCUSSION

- What's the point of social media?
- How do state agencies play a role? Non-profits?
- How do we maximize our ROI?



HOW CAN WE GET PEOPLE TO SAY YES?

SOCIAL MEDIA MARKETING MAIN POINTS

- People buy ideas, they don't buy things
- What's the action we want our audience to make? How do they see the world?
- What are people looking for? What do want to be perceived?



HOW STATE AGENCIES PLAY A ROLE

- We don't exist for commentary on political or controversial issues
- The MAIN goal for state government social media is to provide RESOURCES and promote AWARENESS of your particular protected class and mission of service
- Our ROI is much different than private companies
- **Our ROI is a change in *public awareness***

- **Example:** People might see ICRC as a big government agency who is out of touch with normal people, a lot of red tape, etc. We have to change the *narrative* around how people see us to create change. We have to look through their lens to understand how we can be more effective.



ASK YOURSELF BEFORE YOU POST

- Why am I posting this?
- Is the message SPECIFICALLY in line with your mission of service?
- Is it in line with the law or statute?
- Does it serve your audience?
- How does this message reflect the organization?
- If your CEO/Board saw the post, could you be certain that they would give the thumbs up?

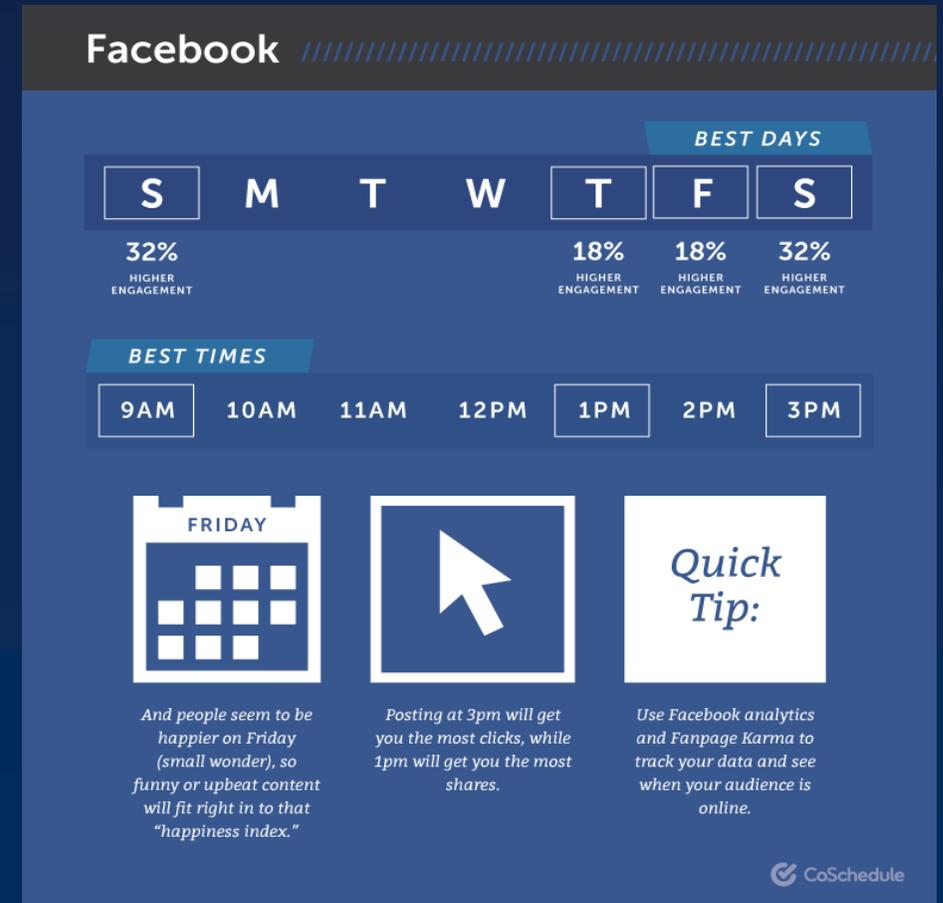
PLATFORM OVERVIEW

Facebook

- Between 1 pm & 3pm
- Saturdays and Sundays (Primarily)
- 5-10 posts per week: 1-3 per day
- Videos and personal stories

To decide whether or not a post should be promoted:

- **S** Shelf Life-Will it be relevant 4 days from now?
- **T** Time- Has it been at least 6 hours?
- **I** Impact-Does it have a call to action beyond a “like?”
- **R** Results-1% engagement?
(likes+comments+shares divided by total fans)





Indiana Civil Rights Commission

March 18 at 4:18 PM · 🌐

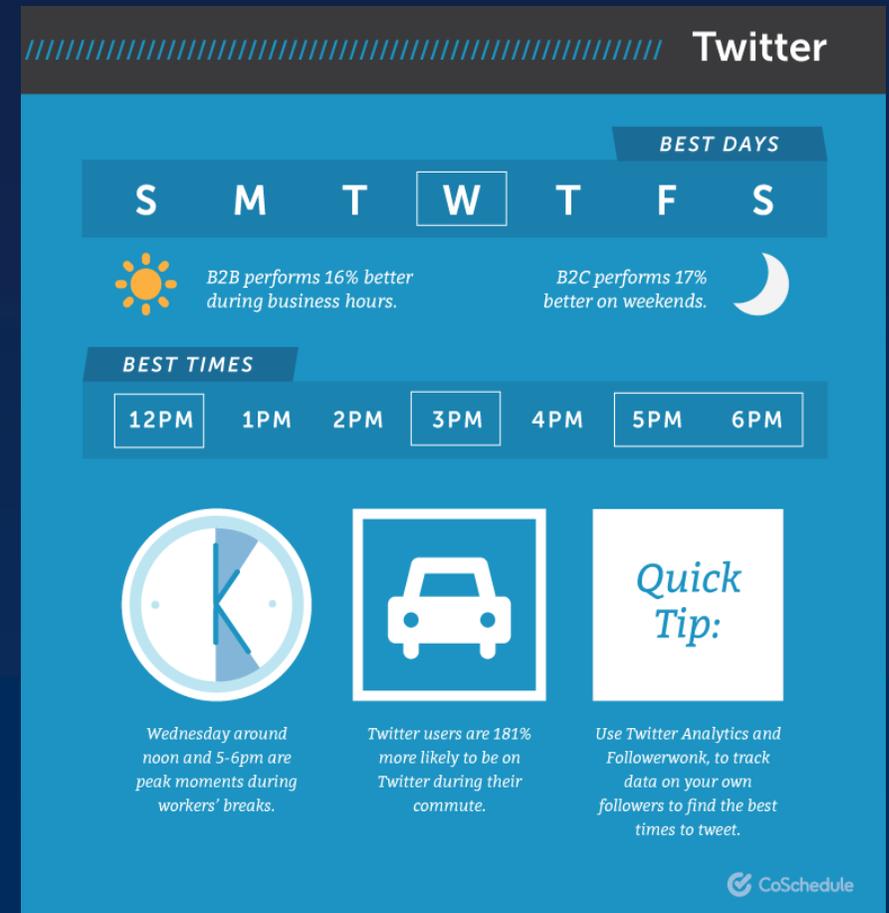


Public service is our foundation. As your state's civil rights enforcement agency, it's our duty to provide the best service possible at no cost to you. Thanks to [Indiana University - Maurer School of Law](#), the [Public Interest Law Foundation](#), the [Career Services Office](#), and the [Bloomington Human Rights Commission](#) for the opportunity to share what ICRC is all about today!



TWITTER

- 12 pm, 3 pm, 5-6 pm
- Wednesdays
- 3-5 tweets a day + engaging and interacting with followers
- Animations, Images, blurbs and facts
- Twitter is about engaging. Interact with your audience and other relevant profiles using Retweets, Retweets with Comments, and responding to tweets. Ideally, your twitter content should be 30-40% interaction-based.
- To engage your audience, ask questions, include links, and give them a call to action. Ask what they think.



SOUTHWEST

 McKinnon Pearse @mckpearse · Nov 20, 2017 

Shoutout to @SouthwestAir for not having change fees and letting me go home for #Thanksgiving 14 hours earlier than planned 🙏🙏



 **Southwest Airlines** ✓
@SouthwestAir

We're not one to stand between a woman and her turkey. We're glad we could be there for you, McKinnon. We're Thankful for the opportunity to connect you with home. ^AS

♡ 2 2:36 PM - Nov 20, 2017 

 [See Southwest Airlines's other Tweets](#) 

WENDY'S

 **Hardee's**  @Hardees · Apr 10, 2017 
Replying to @Wendys @jstaff15
Just because you were first doesn't mean you're best.

 **Wendy's**  @Wendys
Tell us the fourth person to walk on the moon without googling it.
♡ 45K 1:53 PM - Apr 10, 2017 
💬 17.3K people are talking about this >

 **Wendy's**  @Wendys 
Replying to @Wendys and 2 others
lol They blocked us.
♡ 56.1K 1:00 AM - Apr 12, 2017 
💬 22K people are talking about this >

 **Wendy's**  @Wendys 
When the tweets are as broken as the ice cream machine.
twitter.com/McDonaldsCorp/...

McDonald's Corporation  @McDonaldsCorp
Black Friday **** Need copy and link****

♡ 733K 12:59 PM - Nov 24, 2017 
💬 272K people are talking about this >



IN Civil Rights-ICRC
@INCivilRights

Our Remote Complaint Intake Series is an initiative that allows us to meet you where you are. Throughout the year, we'll be around Indianapolis taking complaints of discrimination, or just answering questions about discrimination if you have them. [#YourRightsOurMission](#)

Remote Complaint Intake | accessABILITY | 9am-5pm, March 18-22, 2019
9105 E. 56th St. Suite 308, Indianapolis, IN 46216
Join the Indiana Civil Rights Commission at various locations around Indianapolis February-October for our Remote Complaint Intake Series. We will be discreetly taking complaints of discrimination to ensure that YOUR voice is being heard. If you suspect you've been discriminated against, call or visit one of our satellite locations.

Ability Indiana

10:08 AM · Mar 18, 2019 · [Twitter Web App](#)



ICRCGregWilson
Indianapolis, IN



573 likes

ICRCGregWilson It was such an honor to spend Friday night with Nate "Bobo" Smalls, the renowned barnstormer and activist. It was a beautiful night for some baseball--and ICRC was happy to empower the community through Civil Rights Night with the Indianapolis Indians!

GovHolcomb Always great to see what you're up to with ICRC, Greg!

YoungIndyCitizen I was there with my family...it was so much fun!👍

INGirlScoutTroop Our girls couldn't get enough of ICRC staff and spent all night at your table. Thanks for everything!❤️



Add a comment...

REGARDLESS OF WHAT PLATFORM...

Always consider these things:

- What is the goal of the post? (Expanding reach, increasing engagement, etc.)
- Does the post align with ICRC's message/mission?
- Is it up-to-date and relevant to the audience you are reaching out to?
- How often have you posted so far? How much more do you plan to post for the day/week?

WHEN WORKING WITH YOUNG AUDIENCES SPECIFICALLY:

Posts:

- Engage. Give your audience something to talk about, and then join the conversation.
- Stay up-to-date on current events, and create content around them.
- Time
 - This can be tough as we are a politically neutral organization, but there are ways to get around this! (like focusing on fighting for rights, not liberal vs. conservative)
- Presentation and delivery is KEY. It's not a short attention span; it's a selective attention span.
- Stay fresh. Live posting, streaming, etc.

Brand:

- Be authentic.
- Transparency is key—don't be shady.
- Interact with the audience.
- Share stories. Be personal!
- Tap into FOMO—it's real.
- Give them a way to make a change; a call to action.

ANALYTICS GUIDELINES:

Below is a list of some key terms to know when you're looking at analytics. Loginradius.com has a more comprehensive list with great definitions!

- **Conversions:** A conversion is getting a user to take a desired action—it could be sharing a post, visiting the website, etc. Conversions are determined by the organization.
- **Reach:** This is the size of the audience with which you are able to communicate. It can be defined on a per-post or overall reach basis.
- **Engagement:** The number of interactions (likes, shares, comments, +1s, retweets) on a post.
- **Impressions:** How many people saw your post.
- **Audience growth rate:** The amount that your audience has grown in a given timeframe.

CONTENT GUIDE



EVERGREEN CONTENT

- Content is considered always relevant, legally accurate, up-to-date, and in line with ICRC's mission. There is content for each area of enforcement.
 - “Did You Know?”
 - Statistics about the agency. Reference Annual Report to find facts to share
 - What is in the works? What do we do? Facts, Facts, Facts
 - Incorporate polls asking people to guess the answer (polls can't be scheduled on Twitter, so they'll just have to be sent)
 - Webinars
 - Trainings
 - PSAs
 - Other relevant videos

EXECUTIVE DIRECTOR'S CORNER

- Executive Director's Corner should amplify the mission of ICRC as well as emphasize their role in it.
 - Includes posts of the director out in the community
 - At events
 - Behind the scenes or getting ready for events
 - What they're up to on a certain day
- May be interesting for Instagram content—should be photo-heavy regardless of platform
- Videos, Live Streams
 - Facebook and Instagram stories
- No ulterior motives

CAMPAIGNS

- #OnThisDay: Highlighting historical events that had significant implications for civil rights on the days they happened.
 - Post accompanied by graphic
- #ICRCStaffProfile: Highlight outstanding staff members—focus on the people behind the organization
 - What do they do
 - Why they love ICRC
 - A quote
- Fair Housing Month/Cultural History Months
- Holidays and International Days
 - Google “Social Media Holiday List *year*”
 - Companies like Buffer, Hubspot, and SproutSocial have resources
 - Make sure whatever you post is furthering ICRC’s mission—make it relevant to us and to our followers

RESOURCES/AGENCIES

- Emphasize outside resources such as other agencies and organizations. This includes trainings, recent news, resources, and other relevant information.
 - ACLU
 - Housing and Urban Development: <https://www.justice.gov/crt>
 - Federal Civil Rights Commission: <http://www.usccr.gov/>
 - Dept. of Justice, Civil Rights Division: <https://www.justice.gov/crt>
 - Dept. of Health and Human Services, Office for Civil Rights: <https://www.hhs.gov/civil-rights/index.html>
 - Dept. of Education, Office for Civil Rights: <https://www2.ed.gov/about/offices/list/ocr/index.html>

ICRC NEWS

- #ICRCNews
 - Commission Announcements
 - Press Releases
 - Newsletters
 - Public meetings: Before
 - Outcome of public meetings

EVENTS

- Make sure to TAG, TAG, TAG!
 - The more you tag, the higher your reach, engagement, and likes!
- Events that are coming up, who our partners are, how to get tickets/rsvp, any other relevant information
- Videos, Graphics
- Interaction Day Of
 - Live streams and posts
 - Behind the scenes looks
 - “Tag us, use hashtag #_____”
- Emphasis Afterwards
 - Quotes from attendees
 - Quotes from participants
 - Pictures
 - Persuade people to come to next event (FOMO)

USEFUL TOOLS

- Scheduling
 - Tweetdeck
 - Facebook Built-In Scheduling Tool
 - Hootsuite
 - VSCO (Instagram)
 - The Preview App (Instagram)
- Content
 - Legend App
 - MoShow
 - Canva
 - Giphy

ANALYTICS

- Facebook, Twitter, Instagram Built-In analytics
- Followerwonk (Twitter)
- Keyhole (hashtag and keyword tracking for post optimization)
- Klear (analyzes profiles & audience interests)
- Peakfeed (weekly analytics updates)

WHAT'S THE POINT?

- ICRC The Indiana Civil Rights Commission enforces the Indiana civil rights laws and provides education and services to the public in an effort to ensure equal opportunity for all Hoosiers and visitors to the State of Indiana.
- It can be hard to reach Hoosiers everywhere. Social media not only allows us to do that—it allows us to do it in engaging, relevant ways.
- 71% of 16-to-64 year olds use the Internet to help them solve issues. By having an active social media presence, we are allowing ourselves to be there for them when the issues they have are relevant.
- Our social media increases our reach, helps us meet people where they are, and makes it easier for us to help people learn their rights...which is why we're here!